

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<b>Contract / Revision</b> 498410 /		<b>Alt Order #</b> 06368073
<b>Product</b> NRSC-HELLER 4 SENATE		
<b>Contract Dates</b> 10/17/12 - 10/23/12		<b>Estimate #</b>
<b>Advertiser</b> NRSC Heller For Senate		<b>Original Date / Revision</b> 10/22/12 / 10/22/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KVVU	<b>Account Executive</b> Teresa Difuria	<b>Sales Office</b> TELEREP-PHIL
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**Strategic Media Services**  
**3299 K Street NW, Suite 200**  
**Washington, DC 20007**  
**USA**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 20	KVVU	10/22/12	10/22/12	Fox 5 News at 5	5-530p		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 5	5-530p	M-----	:30		\$950.00	NM		
	See MG 20.2											
	2	KVVU	10/22/12-10/22/12	BB League Championships	1pm-8pm	M-----	:30		\$3,250.00	NM		
	Ⓜ MG for 21.2,25.1,23.2,20.1											
E 21	KVVU	10/18/12	10/18/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$1,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$1,025.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	----Th----	:30		\$1,025.00	NM		
	See MG 21.2,21.3,21.4,21.5											
	2	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$765.00	NM		
	Ⓜ See MG 20.2											
	3	KVVU	10/20/12-10/20/12	Touch	Sat 11p-12a	-----Sa--	:30		\$175.00	NM		
	Ⓜ MG for 15.1,11.1,9.2,21.1											
	4	KVVU	10/18/12-10/19/12	Special Early News	Special Early News	----ThF----	:30		\$450.00	NM		
	5	KVVU	10/18/12-10/19/12	Special Early News	Special Early News	----ThF----	:30		\$450.00	NM		
	Ⓜ MG for 15.1,11.1,9.2,21.1											
E 23	KVVU	10/22/12	10/23/12	Extra	M-F 7-730p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/22/12-10/28/12	Extra	M-Sa 8-10p/Su 7-11M	TuWThFSaSu	:30		\$950.00	NM		
	See MG 20.2											
E 25	KVVU	10/22/12	10/22/12	TMZ	M-Sa 8-10p/Su 7-11		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$850.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/22/12-10/28/12	TMZ	M-Sa 8-10p/Su 7-11M	-----	:30		\$850.00	NM		
	See MG 20.2											
Totals											40	\$30,835.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u>	<u>Alt Order #</u>
498410 /	06368073

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	NRSC-HELLER 4 SENA	

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRSC Heller For Senate	10/22/12 / 10/22/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
10/01/12 - 10/28/12	40	\$30,835.00	\$26,209.75
<b>Totals</b>	<b>40</b>	<b>\$30,835.00</b>	<b>\$26,209.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT22/12 14.49

REP: TO ROSE  
FR NIKKI  
OK'D M15 49  
SEE LINE  
TOTAL 30835 (-265)  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NRSC- DEAN HELLER FOR SEANTE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39	S		730P-800P	30		\$765.00	10/22	10/22	0		MON	0
PROGRAM : SPECIAL NEWS AFTER DEBATE ORD COM1 : SPOTS N/A DUE TO SPORTS. SEE MG OFFER. PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT17 ON LINE-9 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT17 ON LINE-11 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT17 ON LINE-15 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT18 ON LINE-21 FOR 1 SPOT/WK												
20	S		500P-530P	30		\$950.00	10/22	10/22	0		MON	0
PROGRAM : NEWS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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49	A		430P-800P	30		\$3,250.00	10/22	10/22	1		MON	1
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PROGRAM : NLCS GAME #7  
ORD COM1: SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. FLIGHT ENDS  
ORD COM2: 10/23 CREDIT \$265. PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-20 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-39 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-38 FOR 1 SPOT/WK  
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-37 FOR 1 SPOT/WK

38	S		900P-930P	30		\$950.00	10/22	10/22	0		MON	0
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PROGRAM : EXTRA  
ORD COM1: TP CHG DUE TO DEBATE. PRE-BOOKED. PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-23 FOR 1 SPOT/WK

37	S		930P-1000P	30		\$850.00	10/22	10/22	0		MON	0
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PROGRAM : TMZ  
ORD COM1: TP CHG DUE TO DEBATE. PRE-BOOKED PLS APPROVE.  
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-25 FOR 1 SPOT/WK  
STATION MAKEGOOD OFFERS:  
M15 OK'D BUY#20 MISSED: MON/500P-530P OCT22 30S \$950.00 (OCT22/12)  
BUY#39 MON/730P-800P OCT22 30S \$765.00  
BUY#38 MON/900P-930P OCT22 30S \$950.00  
BUY#37 MON/930P-1000P OCT22 30S \$850.00  
OFFER: MON/430P-800P OCT22 30S \$3,250.00 PLS ADVISE.  
CMT: SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. FLIGHT ENDS  
CMT: 10/23 CREDIT \$265. PLS APPROVE.

OCT/12 30835.00 CONTRACT TOTAL 30835.00  
TOTAL SPOTS 40

MARKET TOTALS \$153,500 KVVU 20% KSNV 28% KLAS 26% KTNV 18% KVMY 5% KVCW 3% CABL 0%  
KTUD 0%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE